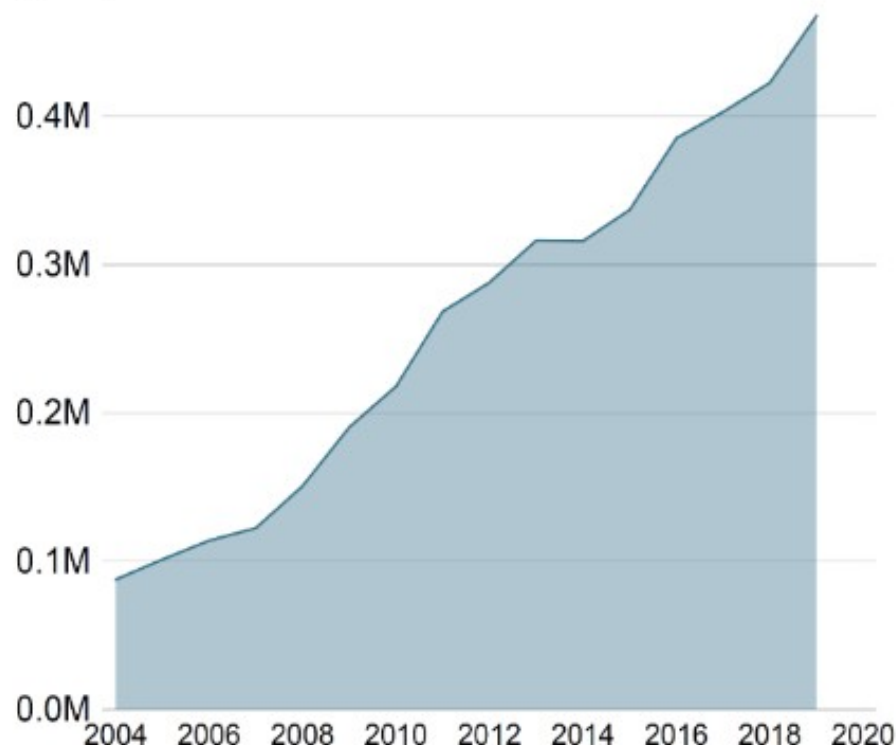


Organic viticulture and organic wine: *why and how to to step from farm to landscape*

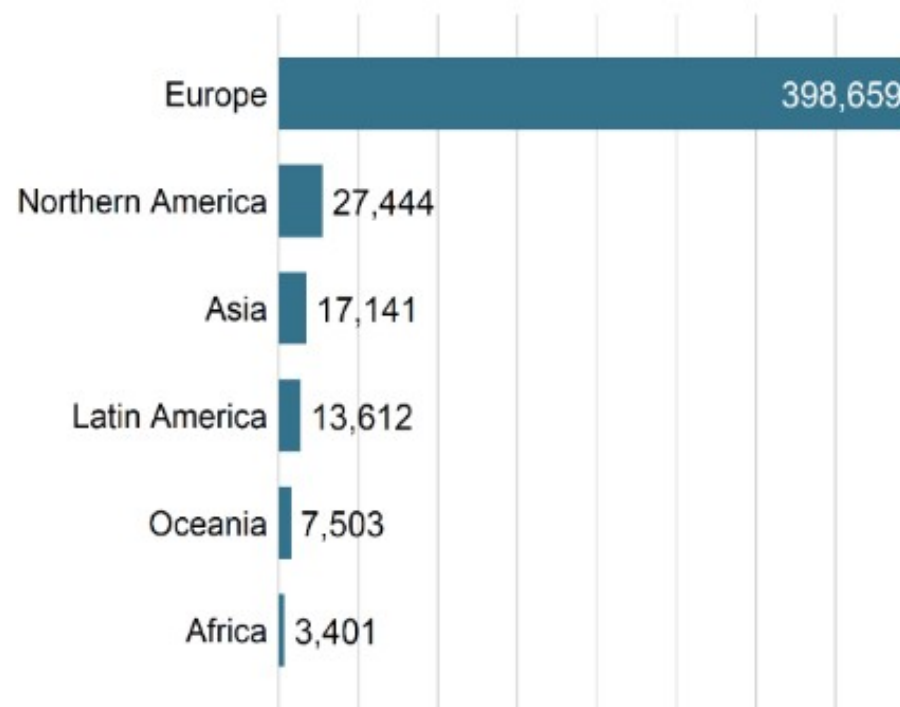
Cristina Micheloni
Agronomist and President AIAB-FVG

Organic in viticulture: a success that continues to grow

The development of the organic grapes area in thousand hectares



Organic grapes area by continent in hectares

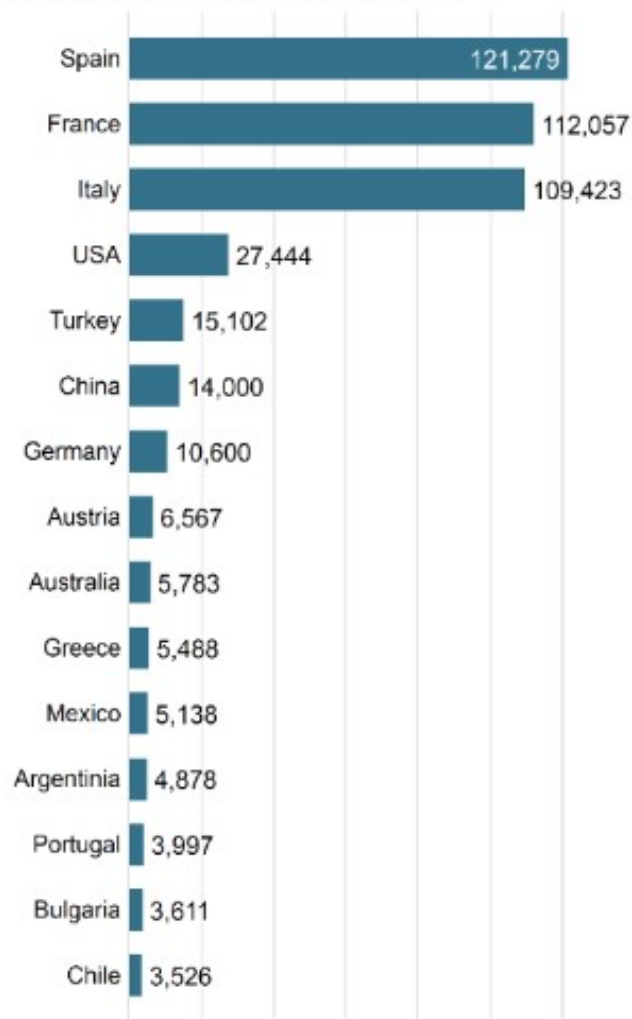


Source: www.FIBL.org

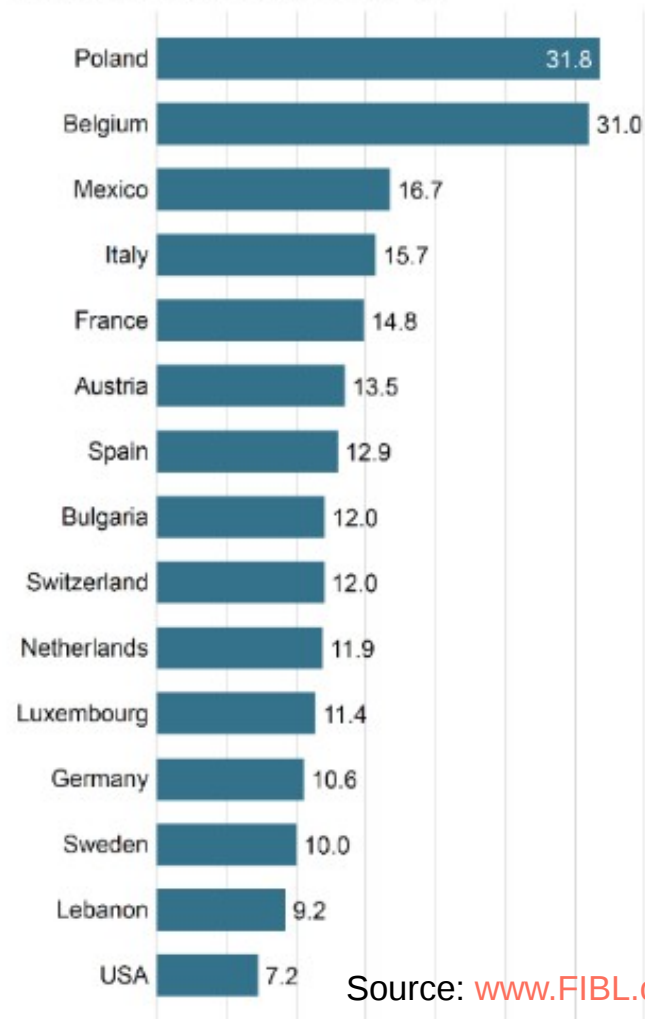
and is a European success!

Led by traditional European wine regions

The countries with the largest organic area in hectares



The countries with the highest organic area share in %



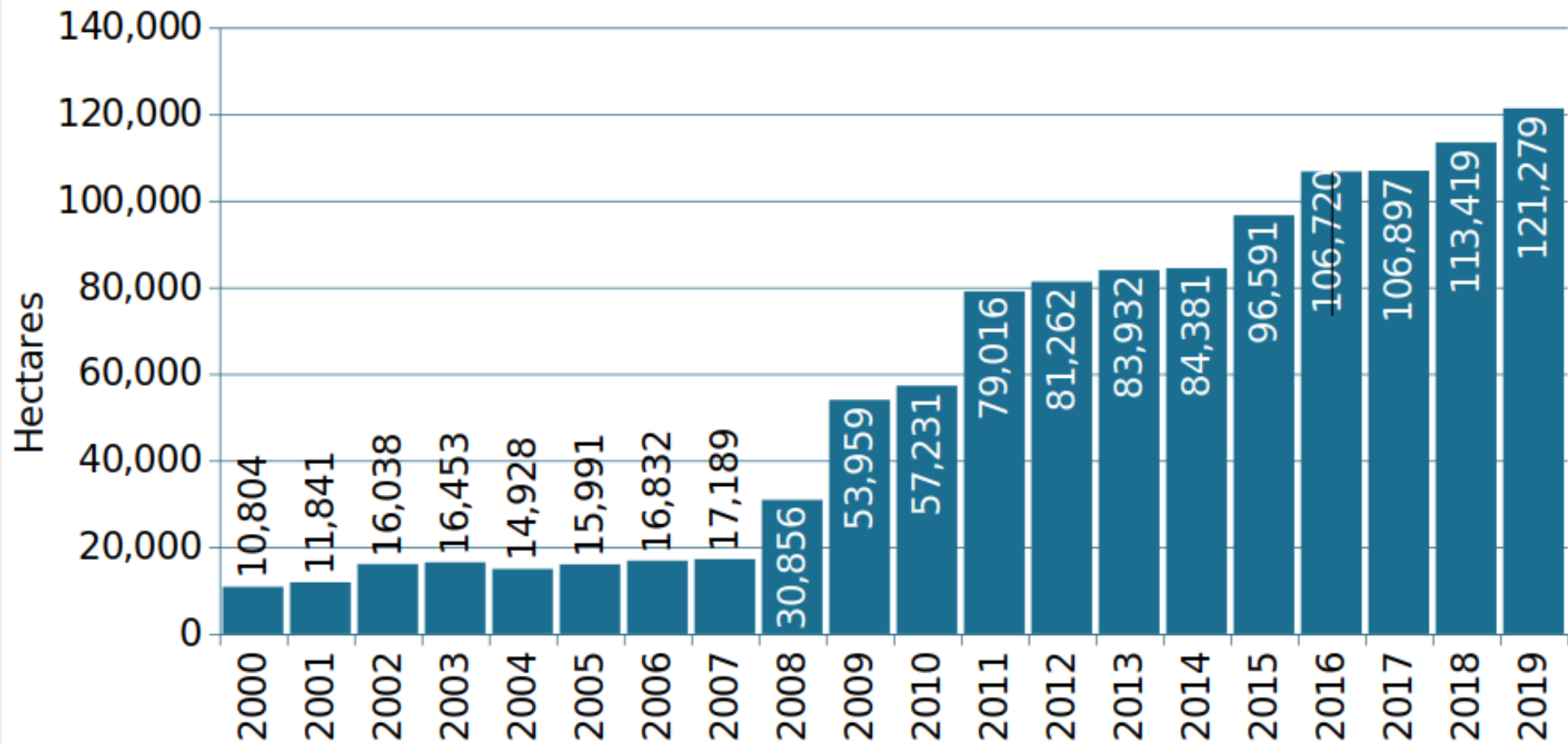
Source: www.FIBL.org data from 2019

But where "special" situations find their own space

RDP support helped but the main development factor
is market

**Spain: Development of the organic grape area
2000-2019 (including in-conversion areas)**
Source: MARA 1999-2021

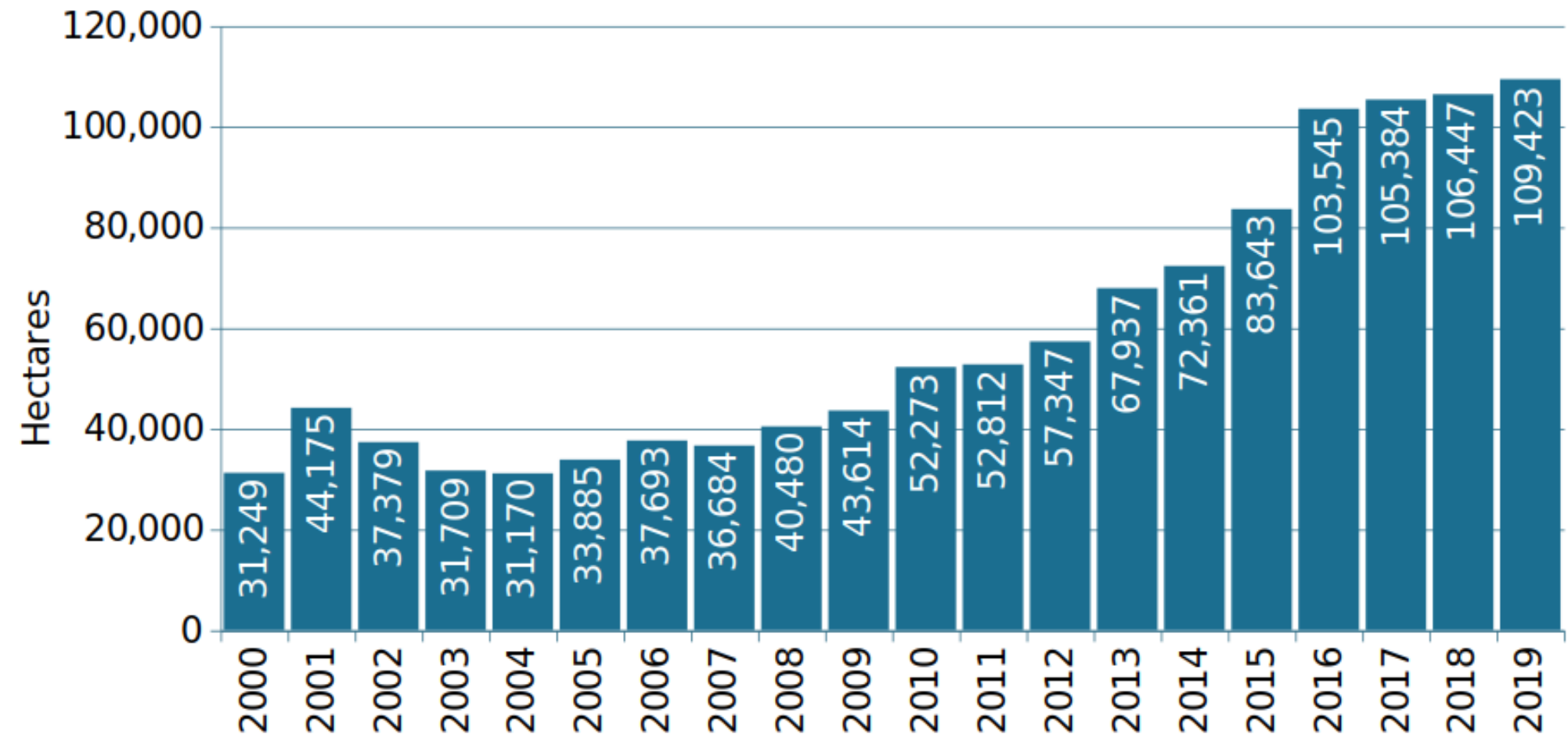
Source: www.FIBL.org



RDP support helped but the main development factor
is market.

Source: www.FIBL.org

**Italy: Development of the organic grape area
2000-2019 (including in-conversion areas)**
Source: SINAB 2000-2021



Organic vineyard in main regions. www.sinab.it data from 2019



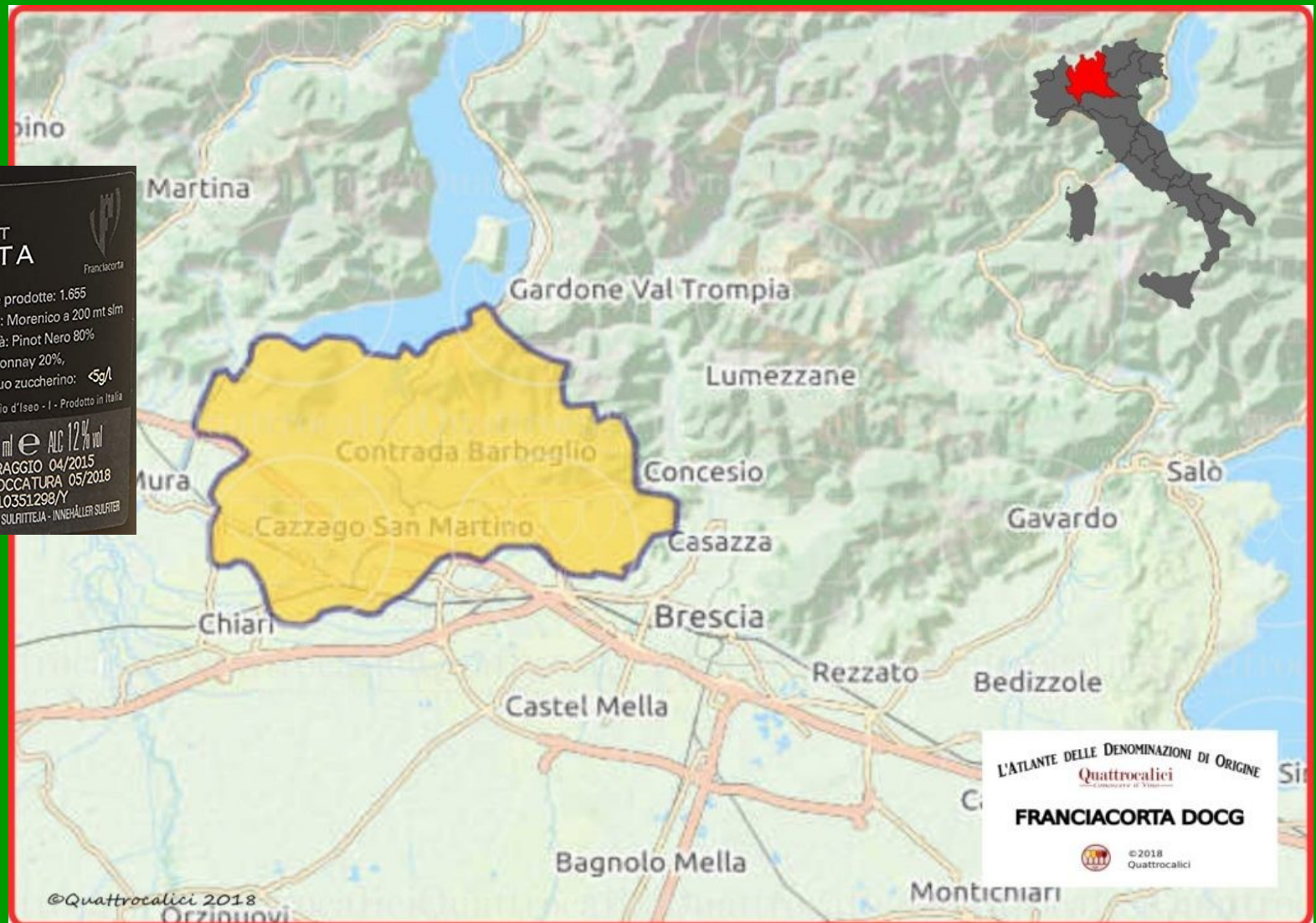
Organic viticulture in Italy is not practiced only in “favorable” areas but in all traditional wine areas.

Facing (and managing) different problems mainly linked to climatic conditions (and changes) and extreme monoculture



Franciacorta landscape approach: more than 60% of vineyard is organic

Keys for success: leading brands, shared skilled advisory, well equipped contractors, system promotion



Lison-Pramaggiore biodistretto approach: more than 12% of vineyard is organic

Keys for success: collective action and shared goals, market demand, pioneers.

Factors for development: skilled advisory available also to small producers



Chianti Classico biodistretto: more than 33% of vineyard is organic

Keys for success: strong technical and scientific background, committed advisory, market potential, common threat

Factors for development: diversification, residents information and involvement



Advantages of a landscape approach to organic viticulture

- Shared and increased **technical support**
 - Shared **ecological infrastructure**
- Prevention/reduction of **drift** and cross-contamination (growing problem, not only in wine)
 - Availability of **inputs and machinery**
 - Availability of skilled and trained **labor**
 - Investment in **research** (OGs)
 - Common/territorial **promotion**
- **Positive interaction of collaboration and competition**

Advantages of a landscape approach to organic viticulture: what next?

- **Diversification** of wine landscape
- **Planting materials**, varieties and root-stocks
 - Viable **Group certification**
- **Reliable but simplified** certification systems
 - **Research** (not only useful to organic) with **participatory** strong effort
- **Aware** use of new **technologies** (AI, IOT etc) and not viceversa
- Skilled **Advisory and Facilitation** available to all farmers



Infos:

statistics on organic farming: FIBL.ORG

Statistics on Italian organic farming: SINAB.IT

organic farming in Italy and biodistretti: AIAB.IT